

Health Secrets from Europe

Paavo O. Airola, N. D.

*Foreword by
Jern Hamberg, M.D.*

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14

How to Keep Young with Miracle Foods from the Bees

*From their bellies (the bees)
comes a liquor which is medicine for man.
—The Kiran*

There are 21,708 people in the Soviet Union who are over 100 years old, according to the 1959 census. And there are quite a few who have reached the respectable age of 150 and over.

Some years ago the famed Russian scientist, biologist and experimental botanist, Dr. Nicolai Tsitsin, was engaged in research on longevity. The aim of his inquiry was to find out ways of prolonging human life.

"We decided to send letters to 200 people claiming to be over 100 years old with the request to answer the following three questions: what was their age, how had they earned their living most of their lives, and what had been their principle food."

Dr. Tsitsin received 150 replies to his 200 letters.

"We made a very interesting discovery. The answers showed that a large number of them were bee-keepers. And *all of them*, without exception, said that their principal food always had been honey!"

But as sensational as this discovery was, this was not all!

"We found," continued Dr. Tsitsin, "that in each case it wasn't really honey these people ate, but the waste matter in the bottom of the beehive. They were poor and they sold all the pure honey on the market, and kept only the dirty residue for themselves."

After a series of laboratory experiments and tests, Dr. Tsitsin discovered that the "dirty residue" of the honey scrap was neither dirt nor honey, but almost pure pollen, which falls off the bees' legs while they deposit their honey. Tsitsin was on the verge of a great nutritional discovery!

HONEY AND POLLEN—HEAVENLY FOODS!

Since time immemorial man has regarded honey and pollen as ambrosia—the food of the gods. Honey is mentioned in the Bible as a specially blessed food. In cave paintings from the Neolithic age (about 15,000 years ago) are illustrations of honey combs being gathered for food. Honey has been found in 3,000-year-old Egyptian pyramids. Pythagoras, a great Greek scientist (600 B.C.), recommended honey for health and long life. Throughout the ages honey has been regarded as a divine food with age-retarding and rejuvenating properties.

The miraculous powers of pollen were also recognized by man in the early ages. Ancient texts from Egypt, Persia and China refer to it. Greek philosophers claimed that pollen held the secret of eternal youth. Pollen was revered as nature's own propagator of life. Raw, unstrained honey, with large proportions of pollen, was used by the original Olympic athletes for extra energy and vitality.

WHAT IS POLLEN?

Pollen is the male germ cells of the plant kingdom. Pollen in beehives and honey comes from flowers. It is believed that it comes to the beehive in two ways: it attaches itself to the legs of honey-collecting bees and then falls off their legs while they deposit their honey; also it is believed that it is deliberately collected by the bees to feed the young working bees which produce royal jelly—another amazing substance on which the queen bee lives exclusively.

Analysis of pollen has shown that it is indeed a food for gods—it is the richest and most complete food in nature!

Pollen contains 20 percent protein; all the water-soluble vitamins (with the exception of B₁₂); a rich supply of minerals and trace elements, and enzymes and coenzymes. The other vital substances are so-called *deoxiribosides* and *sterines*, plus traces of steroid

hormone substances and other plant hormones. Most researchers believe, however, that there must be some other as yet undiscovered substances in pollen which must share the credit for its acknowledged prophylactic and therapeutic value. It has been demonstrated that pollen does increase the body's own immunity and also stimulates and rejuvenates glandular activity.

Pollen for prostate trouble

Extensive studies were made by three Swedish doctors, Professor Gösta Jonsson, Dr. Gösta Leander and Professor H. Palmstierna. They reported that strictly controlled tests on 179 cases of chronic prostate inflammation showed that *Cernilton*, a pollen preparation, together with conventional treatments gives in 60 to 80 percent of the cases better results than conventional therapy alone. By 1965 their studies included over 1,100 cases, with the same positive results.

Pollen for hemorrhoids

Dr. Lars-Erik Essén from Sweden reports that he has used a pollen preparation, *Cernitory*, for the treatment of hemorrhoids. He said that in many cases where treatments with the traditional chemical suppositories were ineffective, the pollen preparation brought about fast relief, even in advanced cases. The preparation is available without prescription in Swedish drug stores.

Pollen for a healthier digestive tract

Many researchers suggest that pollen has an extremely beneficial effect on the digestive tract and intestines. A French researcher, Dr. Remy Chauvin, reports that pollen seems to have an anti-putrefactive factor. It destroys harmful bacteria in the intestines and improves assimilation and elimination. In clinical tests the administration of pollen has relieved chronic constipation and colonic infection. Patients suffering from chronic diarrhea have also showed improvement.

It has been suggested that Bulgarians, Rumanians, Russians, and other East European peoples known for their enviable record of longevity have to thank *lactic acid* for their excellent health and youthful vitality. Their diets are high in soured foods (rich in lactic acid), such as sour milk, yogurt, black sour-dough bread, sauerkraut, and the like. Lactic acid has a beneficial anti-putrefactive effect on intestines and keeps the digestive tract in good health.

Probably the most beneficial effect of pollen is that, taken internally, it quickly produces the same anti-putrefactive effect as lactic-acid foods, and thus contributes to a healthy digestive system and good assimilation of nutrients—absolute prerequisites for good health and long life.

Other indications

Pollen in pure form or in the form of Swedish Cernitin preparations has also been used successfully for the following conditions:

- As a general tonic, especially in convalescence and in conditions of neurasthenia.¹
- In chronic bronchitis, asthma, multiple sclerosis, gastric ulcers, and arthritis.²
- In hay fever.³
- In treatment of symptoms of aging.⁴

Pollen completely harmless

French doctor Remy Chauvin fed hundreds of experimental mice nothing but pollen for two years to discover possible harmful effects from pollen. Not only he did not see any adverse effects, but through several generations of mice there were increasing vitality and greater reproduction. He continued similar experiments with children, adults, and old people. There has never been reported any example of the possible harmful effect of pollen on human beings.

TWO REMARKABLE CASES OF RECOVERY

Mrs. Jytte Elmgaard, 35, from Denmark, was stricken by *leucoencephalitis*—an organic nerve disease with epileptic attacks—in 1950. The disease is considered incurable. During the next ten years her condition grew progressively worse, until by 1961 she was totally paralyzed and bedridden. She had up to 40 epileptic attacks a day, became blind and could not move any part of her body. She lost weight and was fading away fast. No one expected her to survive . . . except her husband who didn't want to give up.

A Danish doctor suggested trying pollen. He obtained a German pollen preparation in liquid form. Mrs. Elmgaard felt some improvement, but not much. A Swedish specialist was consulted and he advised trying *Cernitin T.60* in the form of injections. Injection

treatments started in May, 1963, first given by the doctor, then continued by Mr. Elmgaard. The Danish Medical Society gave permission to use these injections and the treatment was at all times under her doctor's supervision. Later, several other pollen preparations were included in the treatment, such as Cernimult, Cernilton, Pollitabs, Polloton 25.

Swedish health magazine *Tidskrift för Hälsa*, reported three years later that Mrs. Elmgaard has miraculously returned to life. Her condition has been steadily improving. Her vision has returned, she can sit up in her bed and talk, and her paralysis has been disappearing gradually from various parts of her body. Even her weight has become normal. She has to continue with the pollen injections, which in her case seem to have the similar effect that insulin has on a diabetic. The injections keep her free from attacks and improve her general condition.

Doctors were amazed by the "miracle." They could not believe that she was still alive. Her case was reported and widely discussed in medical literature. Doctors suggested, of course, that "certain cases of leucoencephalitis for some unknown reason can heal spontaneously."

Another case is the dramatic case of U.S. Air Force Lt. Col. Thomas J. Tretheway.⁵ During World War II, Col. Tretheway spent nine months in a Japanese prison camp as a prisoner of war. His health was in a deplorable state and his weight dropped from 175 pounds to only 85 pounds.

One night he managed to escape. But he was lost in the jungle and finally, after about three days of wandering and with gangrene on his feet, he succumbed to weakness and malnutrition. He was found unconscious by natives of a Chinese jungle tribe.

The natives brought him to the village and treated him for several weeks with a diet rich in pollen and honey. They also coated his feet with pollen and honey. After a few weeks his strength was restored and he was able to walk. The natives guided him to the English lines. An English doctor in Calcutta told him that it was pollen and honey he was to thank for his life and the use of his feet.

Col. Tretheway reported that the natives who saved his life collected pollen from the surface of the water where it had been carried by the wind. They made cakes from it, mixing it with honey—this was their staple diet. They were tall and lean, had perfect teeth, and both children and adults seemed to be in excellent health.

found scientific evidence of pollen's creative and rejuvenating effects," she added.

Active Against Malnutrition

Prof. Chattas, paediatricist at the Universidad Nacional de Cordoba, reports, for example, that use of the pure pollen extract made a significant improvement in children suffering from malnutrition.

In tests with 30 children under two years of age, over a period of 20 days, appetites improved in 25 cases, colour of skin improved in 5 cases, urine improved in 10 cases, and there was an increase in total protein in 19 cases.

Prof. Chattas also referred to "the favourable action of the use of flower pollen in the treatment of children with influenza or with post-infection lack of appetite". Commenting on the chemical composition of the pollen extract, he noted that among the basic amino acids it contains asparagine and aspartic acid, known for fatigue-relieving action.

In Germany H. Klapsch, M.D., a director in the department of industrial medicine of a heavy industrial concern, states that tablets containing pollen extract from AB Cernelle served effectively as an anti-influenza medicine.

"When the intake of these tablets enabled 98 per cent of those of our employees suffering from influenza to continue working on heavy industrial production, relieving them of the necessity of taking time off because of sickness, the result appears to be quite remarkable," Dr Klapsch reported.

There is considerable support for such claims. For example, *Medical News*, commenting on recent disclosures following extensive tests, noted that the pollen extract is being used in East Germany, Sweden, Belgium and Japan as a treatment for chronic prostatitis.

"Three year tests, carried out by

the Drug Testing Institute (Arzneimittelwesen) of East Berlin, showed that after treatment a number of men developed a greater sex-drive and no longer suffered impotency and other sexual disturbances. They were relieved of difficult and persistent prostatitis that did not respond to earlier forms of treatment," the medical publication reported.

Perhaps the most sensational example of the curative and energising effects of the Swedish pollen extract is the case of Mrs. Jytte Elmgard, carefully checked by doctors and reported in such diverse publications as *Good Health*, the *Toronto Telegraph*, *Oggi Illustrato* in Italy, *Illustration Politiça* in Yugoslavia, the *Sunday Independent* in Ireland and other publications from Turkey to California.

Doctors had given Mrs. Elmgard, a 34-year-old housewife only about four months to live. Suffering from a rare brain infection, diagnosed as leucencephalitis with recurrent attacks of epilepsy, she slowly lost her sense of feeling. She became deaf, dumb, blind, a human skeleton for whom doctors had lost all hope.

Then AB Cernelle offered to give her experimental injections containing pure pollen extract. Today her recovery . . . a near complete return of all sensations . . . has astounded medical researchers. "Pollen saved my life," said Mrs. Elmgard. And a good number of responsible Scandinavian doctors agree with her.

Now scientists are investigating pollen as a means of improving memory, and with its RNA and DNA factors, perhaps as a means of turning back the human clock itself.

It's not surprising that in a recent report in Britain on "The Search for Youth", the *News of the World* suggested that Pollen King Carlsson found "the simplest, most natural youth elixir of all".

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Beauty and the Bees



THE STORY of Beauty and the Bees is no fairy tale.

Pollen, the mysterious plant substance credited with making the Queen Bee grow twice as large and live ten times as long as other bees, is now being used as a nutrient and beauty aid in cosmetics.

The discovery in recent years of DNA and RNA is revolutionising modern science. DNA determines the shape and development of all living creatures, and these same RNA and DNA molecules determine the function of all living cells.

RON KENNER

Pollen Difficult to Obtain in Quantity
For years researchers in many countries had been trying to obtain significant amounts of pollen, but its collection had been a tedious process left mainly to the bees. Then, after learning that 200 people in the U.S.S.R.—all more than 100 years old—regularly ate pollen in combs drained of honey, Gosta Carlsson, a Swedish inventor who had spent years studying the bees, began his own pollen collection.

"It was an enormous job, taking a whole summer to store up only 40 grams, but I felt that it was important," said Carlsson, now owner of AB Cernelle.

Carlsson began seeking a way to mechanise pollen collection, and, after years of effort, finally succeeded in developing a method of collecting great quantities that amazed the scientific world and brought him the title of Sweden's pollen king. Eventually Carlsson developed a method not only of collecting great quantities but also of removing the pollen's husk, leaving a pure, non-allergic pollen extract.

Now Carlsson's golden hoard, collected from specially selected plants in Sweden, weighs an estimated 40 tons and is being sent in the form of pills, tonics, ointments and lotions to chemists' shops and hospitals around the world.

Skin Protector and Rejuvenator

Confirming reports that the pure pollen extract, while rich in body nutrients is both non-allergic and without side effects, have come from such varied spokesmen as Dr. H. Palmsterna, lecturer of the Department of Bacteriology at the Karolinska Institute, Sweden, and Dr. Alberto Chattas, Chair of Pediatrics, Universidad Nacional de Cordoba, Argentina.

Now Cernelle chemists assert that the use of pollen extract in cosmetic creams offers protection against

dehydration, smoothes away wrinkles and stimulates the blood supply to skin cells. Applied on the skin in a good cream, Tonissim explained, the pollen extract prevents premature ageing of the cells and stimulates the growth of new skin tissue. In Sweden, the amazing recuperation of H. Bladh, a pilot badly burned in an air crash, was widely reported. Bladh, who was not expected to live but who has since flown again, was treated by Dr. Per Sjostrom at the Engelholm Hospital, using an ointment with pollen extract after cleaning the wounds with sulfa.

In Turkey, Dermatologist Hakkı Salman, M.D. of the Hospital for Children, Istanbul, described the ointment as "a new remedy for atonic ulcerative wounds", adding that "out of 12 atonic ulcerative leg wounds, in 10 the wounds have become smaller more quickly and the constitution of normal skin tissue was seen in a degree which couldn't be seen in any other form of therapy up to that date". He noted that there were no side effects.

The use of pollen extract in ointments and cosmetics to renew damaged or ageing skin cells and to bring a healthy, youthful appearance, is only one of many benefits scientists and others have attributed to this unique product.

Evelyn Forbes, travelling to Sweden for London's *Sunday Times*, noted that pollen extracts are being prescribed in Sweden by many doctors.

"There are published results in such diseases as bronchitis, rheumatism, prostatitis and senility. A natural remedy with no side effects, it provides concentrated nourishment for cells, and improves the body's resistance to disease," she wrote in *The Sunday Times*.

"The story sounds like a folk tale, but it is actually backed by doctors and scientists, and research conducted by Government Institutes. The Department of Social Hygiene in Oslo has

found scientific evidence of pollen's creative and rejuvenating effects," she added.

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POLLITABS SPORT SPURS U.S. GYMNASTS TO OLYMPIC VICTORY

Pollitabs Sport has created a sensation among athletes everywhere who watched Olympic stars capture those medals!

More than 2 billion people worldwide tuned into the L.A. XXIII Olympics to watch the U.S. earn 174 medals, 83 of them gold. And several of those medal winners' performances were strengthened by *Pollitabs Sport*.

Mary Lou Retton, the 16-year-old from West Virginia who vaulted her way to win the all-around gold medal in women's gymnastics, is now considered by many as the most powerful woman in world gymnastics. *She trained on Pollitabs Sport.*

Julianne McNamara, the 18-year-old who brought home the gold medal on the uneven parallel bars and the silver for floor exercise, trained with Karolyi in Houston. "Her strength improved quickly when she started training on *Pollitabs Sport*," Karolyi said.



Bela Karolyi, the Romanian defector who molded Nadia Comaneci and now coaches both Mary Lou Retton and Julianne McNamara, makes Pollitabs Sport an essential part of both women's training.

"I firmly believe Pollitabs Sport is the ultimate food supplement in sports nutrition. As a gymnastic coach, having had the honor to train Nadia Comaneci, and other world-class gymnasts, I'm so impressed with this product that I recommend it for all gymnasts. Once you have tried Pollitabs Sport you will be as convinced as I am."

—Bela Karolyi

Gymnastics in the United States has advanced tremendously in the last few years. According to *Newsweek* much of the improvement in U.S. women's gymnastic performance can be attributed to Karolyi. And the future looks even brighter. Five hundred girls have enrolled in Karolyi's school in Houston.





129 Dayton Street
Yellow Springs, OH 45387
(513) 767-7281 • Telex: 3775206

March 30, 1984

Bob Bode
24 Village Park Way
Santa Monica, CA 90405

Dear Bob:

Enclosed is the insurance booklet, "Group Insurance Plan - The Benefitter". I am looking for Heidelberg Press article. Also, the Contract for Cernelle is not for release.

Athletes using Pollitabs Sport in Europe:

FOOTBALL -- Inter, Juventus in Italy, Malmoe FF in Sweden (Europe Finalist in 1982).

LONG DISTANCE RUNNERS -- Anders Gaerderud, Dan Glans, Sweden, Lasse Viren in Finland.

BOXING -- Muhammed Ali, the Greatest.

JAVELIN -- Tiina Lillack, Finland (World-Champion).

BASKETBALL -- Kfum, Uppsala, Sweden.

DISCUS -- Ricky Bruch, Sweden (Ex-European Champion)

ICE HOCKEY -- Roegle Bk, Modo Aik, Sweden, Ifk Helsingfors, Finland.

Athletes using Pollitabs Sport in America:

FOOTBALL

MIKE HAYNES, LA Raiders
M.L. HARRIS, Cincinnati Bengals
RAY GRIFFIN, Cincinnati Bengals
ROBERT JACKSON, Cincinnati Bengals
JOHN JEFFERSON, Green Bay Packers
BOB BRUENING, Dallas Cowboys
Seattle Seahawks (several team members)

TRACK & FIELD

JIMMY HOWARD, high jump
GAYLE OLNEKOVA, marathoner
BILLY OLSEN, pole vault
EARL BELL, pole vault
STEVE RIDDICK, 100 meter run

Athletes across the USA are using Polittabs Sport to increase their performance. These athletes cut across the full spectrum of sport—from track stars priming for the 1984 Olympic Games, to basketball players in Kansas City, Missouri. Names like Bill Walton, Dave Collins, and John Jefferson are included among these athletes.

In coming issues of Network, we'll be taking a closer look at each of these athletes and their sports. Who are they? What have they accomplished in their fields? The stature of these athletes, who are now training on Polittabs Sport, can help you spread the word about our wonderful energy-boosting product.

Calvin Smith, 100 meter and 200 meter runs—World record holder in the 100 meter run (9.94 seconds)...member of the world-record 400 meter relay team...considered "the fastest human in the world"...ranked #1 in 200 meter run...considered the favorite for Gold Medals in the 100 and 200 meter runs and 400 meter relay event.

Bert Cameron, 400 meter run—World record holder in his event (44.6 seconds)...four-time NCAA champion...lost only one race in last four years...born in Jamaica in 1959, he starred for the perennial NCAA champions at the University of Texas-El Paso...a 1984 Olympic favorite.

Billy Olsen, pole vault—Former world record holder...holds the USA pole vault record, an awesome 19 feet, 1/4 inch...ranked #1 in the world for three (3) years before this season...considered a good bet for Gold, sure bet for a Medal.

Nu-Balance Track Club, Oakland, California—A newly formed club, four members starred on World Cup team...several Olympic hopefuls, including Dennis Lewis, run for the club.

Gayle Olinekova, marathon—This female superstar is a former winner of the Boston Marathon and a good bet to win a Gold for her native country of Canada...featured in a 10-page layout in Sports Illustrated magazine.

Athletes using Polittabs Sport

FOOTBALL

MIKE HAYNES, LA Raiders
M.L. HARRIS, Cincinnati Bengals
RAY GRIFFIN, Cincinnati Bengals
ROBERT JACKSON, Cincinnati Bengals
JOHN JEFFERSON, Green Bay Packers
BOB BRUENING, Dallas Cowboys
Seattle Seahawks (several team members)

BASKETBALL

JOHNNY DAVIS, Atlanta Hawks
BILL WALTON, San Diego Clippers
Kansas City Kings (several team members)

BASEBALL

DAVE COLLINS, Toronto Blue Jays

POWERLIFTING

LARRY RACIRCO, 9-time world champ
TIM MARTIN

In this issue, we're going to take a brief look at the many track stars training on Polittabs Sport. Some of the names will be familiar to you, some won't, but all are among the elite in their respective events.

And—just for the record—these athletes are not being paid to use the product. They were so impressed by past performers, they tried the product—and so excited by the results they experienced, they continue to use it. Remember, it works the same for the average consumer as it does for the world class athletes: the key, of course, is getting them to first try the product. The product will do the rest!

Treg Scott, 1000 yard run—Another champion in his event at the prestigious American Indoor Championships.

Pioneer Track Club, Philadelphia, Pennsylvania—Perhaps the best known and most established track club in the USA...many Olympic medalists have run for the Pioneer Club over the years...current stars include Herman Frazier (Gold medalist in 1600 meter relay and Bronze medalist in 400 meter run in 1976 Olympics), Ron Livers (American triple jump record holder and three-time national and NCAA champ), Charles Foster (record holder in 110 hurdles and a 1976 Olympian)...prestigious club and coach, Alex Woodley.

Dennis Lewis, high jump—Beat long-time USA favorite Dwight Stones to win the American Indoor Championships at Madison Square Garden, held February 24 this year.

Ron Brown, 100 meter run—Gained national attention when he turned down a million-dollar offer from pro football's Cleveland Browns to chase a Gold Medal in Los Angeles...defeated renowned runner and long jumper Carl Lewis in the 100 meter run earlier this year...this Arizona State University runner is considered a good bet to score a medal (maybe a Gold!) at the '84 Olympics.

Steve Riddick, 100 meter run—Former Olympic Gold Medal winner...considered the world's fastest human a few years back...setting sights on a second Gold in Los Angeles...an outspoken proponent of Flower Pollen...an upset victory in '84 would bring him worldwide attention.

TRACK & FIELD

JIMMY HOWARD, high jump
GAYLE OLINEKOVA, marathoner
BILLY OLSEN, pole vault
EARL BELL, pole vault
STEVE RIDDICK, 100 meter run
BRADY CRAIN, 200 meter run
ESTHER MAHR, 400 meter hurdles
RON BROWN, 100 meter run
CALVIN SMITH, 100 meter and 200 meter runs
TREG SCOTT, 1000 yard run
BERT CAMERON, 400 meter run
DENNIS LEWIS, high jump
"LEFTY" DENISE, woman's discus
Nu-Balance Track Club
Pioneer Track Club

AB Cernelle
Vegsholm, Engelholm
Sweden

Tel. 042/892 30

TRANSLATION OF STATEMENT

From
THE LIGHT ATHLETIC FEDERATION OF THE USSR
Moscow 69
Skaternujy Pereulock 4
Telegram: Moscow Sportkomitet USSR
Phone: 290-29-40

To
The Representative of Oy Cernelle
Mr Göran Wegelius
Helsinki, Finland

Dear Mr Wegelius,

The preparation which we received from you have been used in the training of Soviet light athletes for very demanding competitions. We must state that the products Stark Protein, Pollitabs Sport and Cernitol improve sportsperformance in the physiological parameters and active relief from stress and strain. Also taking into consideration that the product do not have any harmful side-effects, we see that it is very useful to take advantage of this products also later. In addition, Pollitabs and Cernitol are very good adaptogens and they increase sportmens recistence to unfavourable factors. In case you have some additionally information concerning these matters, we ask you to kindly inform us.

Yours very truly

Physician of the Light Athletic Federation of the USSR
()

Dr. A. Vorobjev

Chief Trainer of the Light Athletic Sports Theme in the USSR
()

N.E. Politiko



Nutritionist, Dr. David Allen, Founder of Cernitin America, will be speaking at the Whole Life Expo on "Sports Nutrition and High-Level Wellness", as well as participating in a panel discussion on sports, health and fitness.

Dr. Allen is the nutritional adviser for many top Olympic contenders and professional athletes.

Gregory, the featured speaker, praised Cernitin America's commitment to nutritional excellence and lauded Allen's humanitarian approach to High-Level Wellness.

"And Dr. Allen is a man you can feel good about as the head of your company. He has all the credentials needed to make this company a success. And, believe me, he is the most ethical person I've met in my life," Gregory said.

Cernitin America Presents A New and Exclusive Swedish Health Discovery Designed to Deliver **HIGH-LEVEL WELLNESS**

Cernitin represents the discovery and release of **AMBROSIA** — legendary food of the gods! This heretofore inaccessible natural nutrient source, whose powerful, life-giving forces have been unlocked in Sweden, are now available to us here in America...

This natural and organic cellular concentrate can catapult your body up to **HIGH-LEVEL WELLNESS!!!** More than 30 years research throughout Europe has yielded "**Nature's most perfect food.**" It is in a form which can be easily absorbed and used by every cell in your body; and it contains everything necessary for life, in Nature's own perfect balance.

Come discover what Cernitin can mean to your health and well-being. You really owe it to yourself.



Health activist, **DICK GREGORY**, who once ran across the U.S., says "Pollitabs Sport... can give you lightning-fast speed! I have energy to burn — and Pollitabs Sport is the reason why! I recommend this remarkable Swedish product for all folks who want more energy. I am convinced (it) is the best natural source of energy you'll find anywhere in the world!"

"Cernitin Flower Pollen products are safe, natural, healthful products — the kind of product all Americans need to use. This is the type of product you can feel good about using and sharing with your friends."

Previously unknown Finnish runner Lasse Viren astounded the world with a feat unparalleled in Olympic history — four gold medals. Soon stories of a "Supernatural Supplement" from Sweden spread...



...and finally it has arrived!

THE
"SUPER-NATURAL" SUPPLEMENTS
FROM CERNITIN

For Increased
Health And Energy
Use
**Cernitin
Products**
THE ONES THAT MAKE
THE DIFFERENCE!

Distributors being accepted for exciting marketing opportunities. For further information contact: Robert Bode or Lynda Raff, State Training Directors (213) 450-3993.

24 Village Park Way
Santa Monica, CA 90405

Muhammed Ali got
More Punch Per Pollitab
throughout his prime
with Cernitin!!



Ali displaying a burst of "CERNITIN ENERGY" with founder, Dr. David Allen, and president, Larry Sparks. Ali and Dick Gregory were featured speakers at the recent Cernitin Kickoff.



New Frontiers In Preventive Medicine

A prominent physician and professor speaks his mind on American medical education, supplements and nutrition research.

BY TOM VOSS

Editor's note: James P. Carter, M.D., Dr. P.H., is chairman of the Department of Nutrition, Tulane University School of Public Health and Tropical Medicine, and clinical professor of pediatrics, Tulane University School of Medicine. He earned his M.D. from Northwestern University in 1967 and his doctorate in public health from Columbia University in 1966. Dr. Carter has authored more than 35 professional papers as well as the popular book *Keeping Your Family Healthy Overseas* (Delacorte).

PREVENTION: Dr. Carter, you've testified before senate committees on nutrition, haven't you?

DR. CARTER: Yes. Senator McGovern's committee wanted to know why we don't teach nutrition in American medical schools. But what they were really asking was why there isn't any emphasis on prevention in medical schools.

PREVENTION: Why isn't there?

DR. CARTER: Largely for historical reasons. In an earlier part of this century, because of a document known as the Flexner Report, there was a re-vamping of the curriculum of medical schools. Basically what happened was that emphasis came to be placed on medicine as pure science, not as art.

Of course, you must always think about the acute, critical-care needs of people—curative medicine as opposed to preventive medicine. It's when people are hurting that they're actually motivated to seek help. But with the emphasis on pure science, and with the major source of income to physicians coming from providing curative medicine, it was only natural that emphasis on preventive medicine be given short shrift.

PREVENTION: What exactly is preventive medicine?

DR. CARTER: If someone asked me to pin down the most important elements in prevention, they would be diet, ex-

immune system, and on the peripheral resistance in the blood vessels. And also on whether or not you break down fat into energy. That's what evening primrose oil seems to do in some people.

Fish oils, like EPA, in some way lower your blood lipids. And the extract of flower pollen, cernitin, seems to boost your immune system and increase your energy level and/or sense of well-being. You see, until now we haven't had the opportunity of manipulating the immune system or your lipids just by prescribing supplements, and it's very exciting.

PREVENTION: Just how far along is the science of nutrition today?

DR. CARTER: It's really in its infancy. The so-called hard scientists—the physicists and some of the medical specialists—think that nutrition is a soft science.



"If someone asked me to pin down the most important elements in prevention," says Dr. James P. Carter of Tulane, "they would be diet, exercise and faith."

PREVENTION: You're also interested in some of the new supplements, aren't you? Like evening primrose oil and fish oils.

DR. CARTER: Yes, and pollen extract, too. There's a lady who was here this morning who travels a lot with her husband. She is trying to lose some weight. She is overweight, has a little high blood pressure, and she has late onset diabetes. So, we work with her, and one of the things we do is give her evening primrose oil, because it seems to work best for weight loss in people who come from a family with a strong history of obesity.

It will also lower her blood pressure, and since her hypertension is mild, this, together with exercise, may be all that is required to control it.

PREVENTION: What does it do?

DR. CARTER: It's a precursor of prostaglandin E₁. And E₁ helps break down fat, and it's also a vasodilator, so it helps your circulation.

Prostaglandins are hormonelike substances produced in the body. It turns out that certain dietary constituents, by influencing the levels of some prostaglandins, can have an effect on the lipid concentrations in your blood, on your

Opportunity 21

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'Clean' pollen marketed by Cernitin

Not many network marketing companies can promise all of the following:

- A philosophy that puts people before profits.
- A product, backed by over 30 years of research, that's new to America but a proven success worldwide.
- A compensation plan that is the most generous one offered in the industry.
- A staff of professionals at every level, including training and distribution.
- A cash commitment that makes it perhaps the best-financed company ever to enter the network marketing industry.
- A kick-off campaign so exciting it

promises to attract thousands of distributors nationwide in its first few weeks.

What would you call a network marketing company that can make these claims?

"We call it the 'perfect network marketing opportunity,'" said Dr. David Allen, founder and chief executive of Cernitin America Inc.

Cernitin America is the exclusive United States importer of Cernitin Flower Pollen products; a revolutionary pollen product from Sweden that is currently distributed to over 50 countries.

Cernitin America will kick off national distribution in San Diego on Dec. 2-4 with a "Founder's Convention" and follow with a national tour by the corporate team beginning in mid-January.

The Ohio-based company is geared up for one of the most exciting kickoffs ever staged in the industry.

"An exciting kickoff is important to us," Allen said. "We want our distributors to know — right from the start — that we're committed to excellence. And, most importantly, we want them to know that we're committed to



Larry and Sandy Sparks



Dr. David and Barbara Allen

Cernitin America launched...

Continued from front page

them."

Allen has founded his company on a unique philosophy that stresses "people first."

"Our philosophy is people first, then product... with profit following as a natural result. Our entire operation is based on this principle," he said.

Larry G. Sparks, president of Cernitin America, echoes Allen. "The only assets of a network marketing company are its people. And, as any good businessman knows, if you don't handle your assets properly, you're going to be in real trouble. That's why our distributors are the most important people in the world to us."

Cernitin (pronounced Sur-na-teen) Flower Pollen is a unique product — one that could revolutionize the pollen industry in this country.

"For the first time, consumers are going to have to seriously question the quality and purity of the pollen products they are taking," Allen said. "We believe Cernitin Flower Pollen products will set the industry standard in this country — just as they have set the standard for pollen products in other countries for over 30 years."

What makes Cernitin Flower Pollen different from other pollen products? First is the way Cernitin pollen is collected, Allen said. "Our pollen is collected directly from flowers grown in pollution-free Southern Sweden. This guarantees pure, natural pollen. Cernitin is the world's only pure flower pollen product."

A second major difference is the 1st scientific standards set for all Cernitin Flower Pollen products.

"Our pollen is scientifically proven to be safe and effective for every member of the family," Allen said. He paused, then added, "And that's a statement no bee pollen producer can make."

Bee pollen products, he said, are contaminated products that can cause allergic reactions. Most importantly, they are never fully utilized by humans.

Allen, a Ph.D. in human nutrition and psychology, explains why.

"First, bee pollen is collected from beehives, where pollutants such as fungi, bacteria, rodent dung and insect eggs collect. This makes bee pollen a contaminated product."

"Second, bee pollen is consumed in a raw state with its outer husk still intact. This husk cannot be digested by the human body. As a result, bee pollen grains will pass through the body with the potent, pure pollen still encased in the grain."

"Why should consumers pay for a product that can harm them at worst and is never fully utilized at best? Especially when there is a better alternative."

Allen cites over 30 years of use and research throughout Europe and Asia to back his claims for Cernitin Flower Pollen.

"Our Nutrition and Medical Advisory Board is composed of doctors from the United States and Europe who will verify the potency and purity of Cernitin products. I am writing a definitive work on Cernitin Flower Pollen that will be distributed in major bookstores nationwide next year."

Allen emphasized that Cernitin America products, which are manufactured by the AB Cernelle Company in Engelholm, Sweden, will be "exclusively distributed" in the United States by Cernitin America.

"The company founders have been waiting for the right person, the right company and the right marketing plan before introducing their products to America. They knew that Cernitin

America was the perfect combination. And I couldn't agree more."

Allen discovered Cernitin Flower Pollen in his readings and traveled to Sweden, where he met the co-founders, Gosta Carlsson, known as the "King of Pollen," and Ake Asplund.

"These remarkable men are responsible for the pollen industry worldwide," Allen said.

Allen was especially impressed by the holistic, all-natural approach used in producing products.

The Cernitin America product line includes:

"It's very possible that we're the best financed company ever to enter the network marketing industry."

• **Pollitabs Sport** — energy for athletes and active people. Pollitabs is a unique pollen formula used by leading Olympic athletes around the world. Lasse Virén, the heralded Finnish long distance runner who won Gold Medals in the 5,000 and 10,000 meter runs in both 1972 and 1976 Olympics, trained on Pollitabs Sport. So did heavyweight champion Muhammad Ali.

• **Cernitin** (pronounced Sur-na-teen) — energy for dieters and people over 40. This extra-strength formula is the perfect substitute for caffeine or sugar.

• **Ventrux-Acido** — vital for the good health of the intestinal tract. Ventrux-Acido supplies the beneficial, live bacteria needed for good digestion. Ventrux-Acido works three times faster than *Lactobacillus acidophilus*.

• **Cernitin Skin Ointment** — relief for minor skin irritations and disorders such as rashes, minor scrapes, etc.

Many new and exciting products — including a complete skin care line — will be introduced in the near future, Allen said.

One reason Allen feels Cernitin America is the perfect network marketing opportunity is the company's generous compensation plan.

"No other network marketing company has combined so many attainable goals into one plan. Our consultants and staff have thoroughly researched the industry to create a plan that is innovative and profitable for our distributors."

"Distributors will be especially interested in our special achievement bonuses. This is a special fund of 2 percent of the company BV that is set aside for special achievers. Distributors can share in this fund as soon as they reach the level of two-star manager. By the time they reach five-star manager, the bonus becomes very, very exciting."

Allen continued, "Our plan encourages downline growth, but also rewards retail sales. And, best of all, distributors can begin earning bonuses as soon as they begin working the program. It's a compensation plan that will appeal to the part-time distributors as well as the heavy hitters."

Sparks, a veteran of network marketing and an authority on how to build a downline organization, will oversee training for Cernitin America.

"A company has the responsibility to make sure their distributors know what to do to promote their business. We're responsible for training him

and her effectively. At Cernitin America, we're committed to providing necessary training tools to help distributors grow," Sparks said.

Cernitin America expects rapid growth — and is prepared for it. So financial backing enables the company to develop long-range goals without fear of overextending itself.

"Our growth is carefully planned," Allen said. "We've made a point to learn from the mistakes of other companies."

Allen would not reveal the dollar investment behind the company, except to say, "It's very possible we're the best-financed company ever to enter the network marketing industry."

Cernitin America's kick-off campaign will include a whirlwind tour of the United States, featuring rallies in key cities hosted by members of the corporate staff. The route will include stops in 15 cities between mid-January and the first of March.

A lifetime Ohioan, Dr. Allen chose the village of Yellow Springs, Ohio, the site for Cernitin America's corporate headquarters. Yellow Springs is a village of a few thousand residents located between Dayton and Columbus.

Why Yellow Springs?

"Because Yellow Springs is a unique village where people share common concerns for health, nutrition and nature. It also borders one of the green space gems of Ohio."

"Besides," he added with a chuckle, "not many people knew of Ada, Michigan before Amway, did they?"



POLLEN POWER
from the
FLOWER
CERNITIN AMERICA INC

Ali, Gregory headline Cernitin America kickoff

Both the nutrition field and network marketing received a big boost recently when Cernitin America held its national "Kick-Off Convention" in Los Angeles.

Over 300 industry leaders attended the grand opening ceremonies at the L.A. Airport Marriott Hotel. Featured speakers were Muhammad Ali and Dick Gregory.

Dr. David Allen, founder and chief executive of Cernitin America, called Cernitin America the "beginning of a new era in network marketing."

"We're committed to setting new standards for integrity, service and product quality," Allen said. "Network marketing remains the last — and most important — frontier for the independent businessman and businesswoman in this country."

Cernitin America — the exclusive North American importers of the world famous Cernitin Flower Pollen products — opened the three-day convention with a gala banquet.

Ali, who trained on Cernitin products in his prime, and Gregory headed an all-star cast of speakers. Ali signed autographs and chatted with his admirers for more than a half hour before giving a short talk. He wished Cernitin America the best of luck in coming years.

Gregory, the featured speaker, praised Cernitin America's commitment to nutritional excellence and lauded Allen's humanitarian approach to High-Level Wellness.

"Cernitin Flower Pollen products are safe, natural, healthful products — the kind of product all Americans need to use. This is the type of product you can feel good about using and sharing with your friends.

"And Dr. Allen is a man you can feel good about as the head of your company." has all the credentials

needed to make this company a success. And, believe me, he is the most ethical person I've met in my life," Gregory said.

Also speaking at the opening-night ceremonies were three world-class athletes: Olympic champion Steve Riddick, Canadian marathoner Gayle Olinekova and track star Esther Mahr.

Riddick, known as the "world's fastest human" a few years ago, is training on Pollitabs Sport in his quest for another Gold Medal at the 1984 Olympics. Riddick called Cernitin Flower Pollen "better than bee pollen." The speedster added, "I've seen the light — flower pollen is the best!"

Olinekova is one of Canada's brightest hopes for an Olympic Gold Medal

this summer. The onetime Boston Marathon champion praised Cernitin Flower Pollen products for being "natural and healthful." She add, "Nature's way is always the best."

Mahr is also training on Pollitabs Sport for the upcoming Olympic Games. She is a recent American record holder in the 400 hurdles and is following a nutritional program created by Allen, an accomplished sports nutritionist.

Cernitin (SUR-na-teen) is the Swedish brand name for a pure and natural active substance derived from flower pollen. Cernitin products are backed by more than 30 years of research — including 50 double-blind tests — and are distributed in over 50 countries,

including much of Europe, Scandinavia, the USSR and the Far East, Allen said.

In anticipation of high volume sales and to ensure rapid delivery, Cernitin America has distribution centers in Ohio, Illinois and California, with more centers to be established soon.

Cernitin America will have training teams in each of the country's major metropolitan areas, teaching the company's marketing plan, ordering procedures, product background and basic product presentation. Each training team will be supported by a regional training director and the corporate training team, which will travel and meet with Cernitin representatives throughout the country.



Dr. David Allen, left, founder of Cernitin America, and Larry Sparks, president, clown with Muhammed Ali at the company's national "Kick-Off Convention" in Los Angeles. Ali and Dick Gregory were featured speakers. See story on page 21.

Photo by Rick Morroa



Celebrities attending the reception included, from left, Cernitin head Dr. David Allen, actor Sammy Davis Jr., Altovise Davis, actress Zsa Zsa Gabor and Dick Gregory.

... starstruck

Some of this country's best known stars have climbed aboard the Cernitin America pollen wagon.

Bill Walton of the San Diego Clippers professional basketball team began taking Cernitin last March, and he and his wife, Sue, are now distributors.

Lionel Hollins, with the Detroit Pistons, has also become a new Cernitin distributor.

"I've been taking the Pollitab Sport for about one month," he said recently. He added that he "never begins the day without it."

Cernitin America Inc. of Yellow Springs, Ohio, has been very aggressive about recruiting professional athletes and public figures to promote and endorse its multi-vitamin, diet and other nutritional products. Muhammad Ali hosted the Cernitin kickoff banquet last year along with a recent Los Angeles reception, and Cernitin recently signed a \$100 million contract with comedian and political activist Dick Gregory to market his "Bahamian Diet" reducing powder.

Gregory, who has practically fasted himself to death in the past to draw attention to the world's hungry, developed the diet over a period of years to keep himself going during his fasts. The diet powder is made from vegetable sources, and will sell for \$19.95.

case, \$12 million of the \$100 million contract will go to 12 organizations for the study of fasting, hunger, starvation and nutrition.

Gregory also has plans for a television network dedicated to educating youth about nutrition, caffeine, drugs, nicotine and alcohol. Ten percent of his contract is earmarked to educate the elderly about good health and nutrition.

But although Cernitin has some big names backing up its products, it hasn't forgotten to build a strong distributor recruitment and training base.

Bob Bode and Lynda Raff of Santa Monica are training directors for the state of California, and recently helped 170 new distributors become managers in one month.

"Beyond having the right company and products, the most important thing one should instill in their new distributors is the vital importance of training," Raff said. "A sponsor should help new distributors make a commitment to succeed. This commitment must be in alignment with their goals.

"Map out the plan in detail. Once the basic components of success are in place, it's time to roll up your sleeves and get to work — learning, developing and practicing the proven skills and techniques that form the basis of a "training and support system."

Raff and Bode said they've developed a sound support system for Cernitin distributors.

others to become successful, which is done by helping still others to become successful, which is done by helping still others help others, etc.," Bode said. "Duplication is the key. First you learn how, then you teach others how, and teach them how to teach others how. The goal, the dream, is paramount. Belief, commitment and persistence can make it happen.

"Training should be designed so they can provide and generate enthusiasm for your company and its products," Bode said, "as well as for network marketing as a free enterprise vehicle to bring them and their friends financial security or even great wealth. All of these aspects of network marketing should be presented in the context of putting in lots of time and effort up front for financial security and freedom within a few years.

"The get-rich-quick attitude that many people have should be tempered by the fact that for most new distributors, a good, strong organization takes a year or two to build."

"New distributors should make a commitment to themselves and their sponsor that they will do what it takes to build themselves such an organization," Raff added. "They should really know that it definitely will happen for them, if they just persist. The sponsor and distributor should form a plan that they will follow. Consistency of action toward a goal is more productive than a flurry of activity followed by inaction."



DICK GREGORY REVEALS DETAILS
OF LANDMARK \$100 MILLION CONTRACT
WITH CERNITIN AMERICA, INC.

Dick Gregory, whose reputation as a brilliant comedian is paralleled only by his dedication to health and nutrition, outlined the details of the history-making \$100 million contract he signed with the Ohio-based Cernitin America, Inc. for the U.S.A. marketing rights to his new weight loss product, Dick Gregory's Slim-Safe Bahamian Diet. The details were revealed during a press conference held at the Hyatt Regency in Chicago.

Gregory was joined at the press conference by Dr. David Allen, chief executive officer of Cernitin America, Inc., and Chuck Thomas, who represents Skane-Gripen, a multi-million dollar holding company in Sweden. Dr. Allen revealed that the contract, which was signed recently in Los Angeles, is the largest ever inked in the history of the health industry. The product represents the culmination of years of research.

To augment the agreement, 12 organizations will be granted \$1 million each to further their awareness and understanding of the whole realm of nutrition, as espoused by Mr. Gregory. Dr. James Carter, Chairman of the Department of Nutrition at Tulane University, Dr. Joseph Allain and Dr. Jonathan Lief of Boston, a graduate of Harvard Medical School, are among the first recipients of the grants. Through the stipends, researchers will study fasting, hunger, starvation, malnutrition and good nutrition. Subsequent \$1 million grants will be awarded annually by Mr. Gregory.

Mr. Gregory, whose interest and advocacy efforts on behalf of youth are legion, vowed to convert 10% of the earnings into an offensive designed to education young people in

America to the horrors of drug addiction, alcoholism and alcoholism addiction, and nicotine and caffeine addiction. In addition to a multi-media blitz, Mr. Gregory will crisscross the country lecturing to youth. He will be joined on the circuit by an array of celebrities equally committed to young people.

Mr. Gregory was chauffeured to the press conference in a limousine that was shaped like a 747 airplane, the official "mascot" of the campaign. Inscribed on the vehicle are the words "I used to be a 747 until I got on Dick Gregory's Weight Loss Program."

Dick Gregory's Slim-Safe Bahamian Diet is a natural, concentrated powder that is free from drugs and chemicals. It is billed as the "first safe, natural and nutritional way to lose weight."

This is the first product ever to carry Mr. Gregory's name. It will be distributed nationwide by individual distributors of Cernitin America, Inc., as well as through mail order. The diet features his 4X Formula, which has never before been available to the general public.

Among those health devotees who have been on this, and other Gregory-created formulas, include Mayor Harold Washington of Chicago, actress Susan Blakely, Bill Walton, Mayor Andy Young of Atlanta, Muhammad Ali, Michael Jackson, marathon runner Alberto Salazar, Willie Stargell and Olympic gold medal winner and 400 meter world record holder, Lee Evans.

Mr. Gregory announced that he has been besieged with requests in the past -- including a \$300 million offer -- to market his formula but refused. He agreed to this precedent-setting contract because of the "integrity of the company."

Dick Gregory gained fame in the early 1950s as a comedian on the night club circuit. In those days he weighed over 300 pounds. As Mr. Gregory was introduced to the value of nutrition, he rejected the night club scene because of his aversion to alcoholic beverages. Since his health awakening, Mr. Gregory has gained worldwide fame for championing health, physical fitness and weight loss and for his fasts and cross country runs.

Cernitin America, Inc. is a subsidiary of Skane-Gripen.



BAHAMIAN DIET

STUDY SHEET



Dick Gregory's 4X Formula

- Ingredients.

1. Seeds:

a. Sesame	--	Sesamum indicum
b. Pumpkin	--	Cucurbita pepo
c. Chia	--	Salvia columbariae
d. Sunflower	--	Helianthus annuus

2. Herbal powders:

a. Wheat grass	--	Agropyron triticeum
b. Alfalfa	--	Medicago
c. Comfrey	--	Symphytum officinale
d. Acerola	--	Malpighia glabra
e. Date	--	Phoenix dactylifera
f. Carob	--	Ceratonia siliqua

3. Sea Vegetation:

a. Kelp	--	Fucus vesiculosus
b. Dulse	--	Phodysmenia palmata
c. Chlorophyll	--	Chlorophyll

4. Grasses:

a. Wheat bran extract		Triticum aestivum
b. Rice bran extract		Oryza sativa

- Benefits.

1. Energy
2. Balanced nutrition
3. Trace elements

- Condensed explanation.

Dick Gregory's 4X Formula was a major part of his nutrition when he ran across the United States averaging 50 miles a day. The 4X Formula is made from concentrated sources of specially grown and specially processed seeds, grasses, herbs and sea vegetation.

Sesame seeds, pumpkin seeds, chia seeds and sunflower seeds are excellent sources of protein, roughage, vitamins B, E, F and unsaturated fats. Sesame seeds are abundant in calcium; pumpkin seeds are noted for their rich supply of zinc -- excellent for the prostate, as an antioxidant, and to improve the immune system; chia seeds have traditionally been used for building the adrenal/kidney system and dramatically increasing energy; and sunflower seeds contain pectin -- which helps prevent fermentation in the colon and counteracts some radiations and environmental pollutants.

Wheatgrass powder is a powerhouse of vitamins and minerals. The following data on the nutrients contained by first joint wheatgrass (7-10 inch tall) is taken from a report Dr. C. F. Schnabel made to the American Chemical Society:

<u>Nutrient</u>	<u>Milligrams Per Pound</u> (453.59 g)
Chlorophyll	5,000 mg.
Choline	4,000
Vitamin C (Ascorbic Acid)	2,000
Vitamin A (Carotene)	360
Vitamin E	120
Vitamin F	120
Vitamin K	120
Niacin	120
Vitamin B-2 (Riboflavin)	24
Vitamin B-1 (Thiamine)	12
Pantothenic Acid	8
Vitamin B-6	4

Wheatgrass chlorophyll helps to cleanse the blood, organs and gastrointestinal tract of debris. It stimulates metabolism and bodily enzyme systems in enriching the blood by increasing red blood cell count. Wheatgrass is said to aid the glands -- especially the pituitary and pancreas -- in normalizing their functions, and that is important in combating obesity and indigestion. Another important use is protective alkalization of the blood.

Alfalfa is probably richer in a wider variety of vitamins and minerals, including B-12, than any other plant substance except some sea vegetables.

Comfrey generally contains 22 percent protein, 18 percent calcium (both more than most other substances, including animal products), B-12 and Allantoin, an agent which promotes cell proliferation.

Acerola is a rich natural source of vitamin C.

Date powder contains valuable mineral salts and a considerable amount of vitamins A, B and C. It is a concentrate of nutritious natural sugar.

Carob powder is nutritious, very tasty and helps regulate some endorphins, thus producing an emotional state of well-being. Carob is sometimes called "St. John's Bread" as it is thought to be the locusts eaten by John the Baptist in the desert.

Kelp grows like a weed -- a seaweed. Growing as much as an inch every hour, this brown algae snakes up from the ocean bottom, often growing up to 200 feet or more. To support this growth, the plant draws in an abundance of nutrients from the mineral-rich ocean. One of those nutrients is iodine, a trace mineral ("trace" because only very small

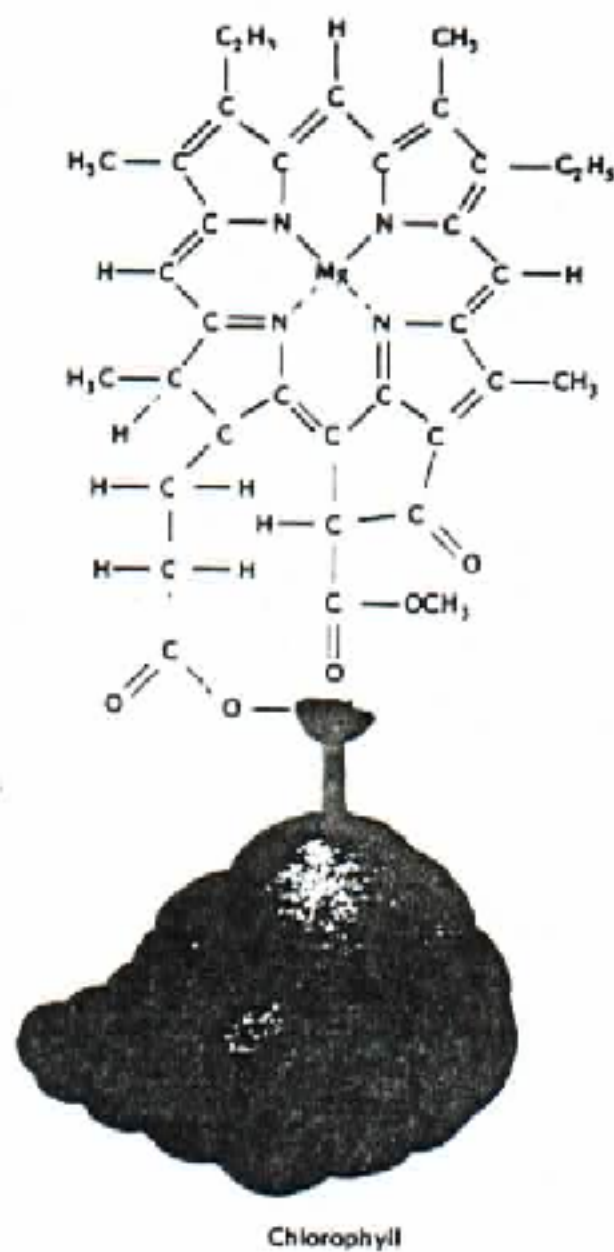
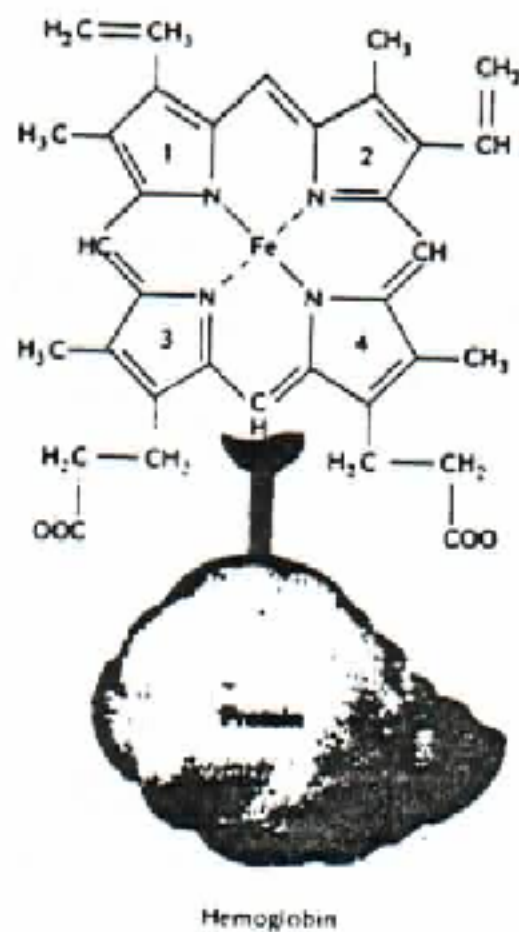
amounts are required for health) necessary for the prevention of goiter, a disease of the thyroid gland.

Kelp is also a rich source of potassium, a mineral necessary for the health of the kidneys, heart and skeletal muscles. It supplies some calcium, iron, zinc and magnesium. The vitamin content of Kelp is as diverse as the mineral content. It provides small amounts of thiamine, niacin, riboflavin and vitamins A and C.

Dulse is a widely respected sea vegetable that is very tasty and extremely nutritious, containing an abundance of vitamins, minerals (especially iodine) and other nutrients. Besides having one of the highest concentrations of iron of any known food source, dulse is very rich in potassium for kidney function and magnesium for RNA and DNA production.

Chlorophyll is the "blood" of the plant. It is the protein in plant life that gives it its distinctive green or purple color. When compared to a molecule of hemoglobin, the oxygen carrier in human blood, chlorophyll is almost identical. The major difference, as you can see in Table i, is that the nucleus of chlorophyll contains magnesium (Mg), whereas hemoglobin contains iron (Fe).

Table I



Wheat bran extract and rice bran extract is a unique grain oil concentrate containing protein, vitamins, lipids and fatty acids.



BAHAMIAN DIET
STUDY SHEET



Helpful Hints

- Avoid stimulants (coffee, colas, alcohol, & certain teas).
- Use the buddy system whenever possible.
- Drink a lot of water.
- Never skip breakfast.
- Keep "crispy nibblers" in the refrigerator to satisfy "snac attacks".
- Establish a target weight, a specific weight loss goal.
- Predetermine a reward for achieving the target weight.
- Really loving the taste is more important than a few extra calories so if necessary, "doctor up" the drink with fruit or sweeteners.
- For a smoother drink, try mixing the powder with water before blending with the juice.
- Keep a close watch on salt intake. Diet sodas have considerable salt.
- Your suggestions:

Because the Bahamian Diet concept will be new to many of your customers, some may experience a little discomfort. The following is a list of situations that you may encounter and some suggestions for solution.

<u>Situation</u>	<u>Possible Causes</u>	<u>Suggested Solutions</u>
HEADACHE	<ol style="list-style-type: none"> 1. Caffein detoxification. 2. Hunger headache. 3. General detoxification. 	<ol style="list-style-type: none"> 1. More gradual reduction of caffein intake. 2. Have 1/2 Cerni-Bar or raw vegetable snack. 3. Take natural pain relievers such as white willow bark.
CONSTIPATION	<ol style="list-style-type: none"> 1. Less food & fiber intake. 2. Not eating a daily salad for roughage. 3. Not drinking enough water. 4. Not enough intestinal flora. 	<ol style="list-style-type: none"> 1. Take fiber tablets or mix bran w/drink. Or add 2-3 oz prune juice. 2. Eat a salad daily. 3. Drink at least 8 glasses of water daily. 4. Use more Ventrux Acido.
STOMACH DISCOMFORT	<ol style="list-style-type: none"> 1. Difficulty in digesting protein. 2. Using the wrong juice for you. 	<ol style="list-style-type: none"> 1. Take protein digestion tablets (betaine HCl). 2. Try different juices and add 1/2 banana.
HUNGER PANGS	<ol style="list-style-type: none"> 1. Less food volume & your stomach hasn't shrunk yet. 2. Digesting your drink too fast. 	<ol style="list-style-type: none"> 1. Wait it out for 1 day or have 1/2 Cerni-Bar. 2. Add 1 tsp of vegetable oil to the drink.
WATER RETENSION	<ol style="list-style-type: none"> 1. Salt sneaking into your diet. 2. Your body chemistry. 3. Drinking too many diet or carbonated sodas. 	<ol style="list-style-type: none"> 1. Become more aware of salt. 2. Try natural diuretics. 3. Sodas contain salt, omit.
LOW ENERGY	<ol style="list-style-type: none"> 1. Detoxification. 2. Not metabolizing drink properly. 	<ol style="list-style-type: none"> 1. Wait it out. 2. Increase Pollitabs and/or Ventrux.
PLATEAUIING	<ol style="list-style-type: none"> 1. Normal reaction for the body after a period of fast weight loss. 2. The body's basal metabolism slows down as a result of fewer than normal calories. 	<ol style="list-style-type: none"> 1. Wait it out. If the plateauing continues for a week or more, try getting off the diet for one day. 2. Exercise is the best way to increase your metabolism.
SLOW WEIGHT LOSS	<ol style="list-style-type: none"> 1. Probably not sticking to the diet. 2. Carbohydrate intake too high. 3. Fat intake too <u>low</u> 	<ol style="list-style-type: none"> 1. Reaffirm weight loss goal & commitment. 2. Mix drink 1/2 each of water & juice. 3. Add 1-2 tsp of oil.
DISLIKE THE TASTE	<ol style="list-style-type: none"> 1. Not used to protein powder drinks. 2. Too chunky or not sweet enough. 	<ol style="list-style-type: none"> 1. Start with 1/2 scoop of powder and increase. 2. Add 1/2 banana or add sweetener or mix powder in water before blending with juice.

Since chronic constipation is considered a major cause of hemorrhoids, the anti-constipation diet should be the first consideration (see section on *Constipation*).

Venous stasis, liver damage or sluggishness are other common causes. Pregnancy often aggravates hemorrhoids or causes them. A diet rich in fresh, raw fruits and vegetables and raw and sprouted seeds will improve circulation; an avoidance of animal proteins will help to correct venous stasis.

Foods rich in vitamin C, bioflavonoids and vitamin E are essential — fresh raw fruits and vegetables, especially cabbage, green peppers, citrus fruits, rose hips and black currants, and whole grains, seeds and nuts are such foods.

Plenty of liquids: water, herb teas, juices.

Avoid all refined foods and sugars.

HEMORRHOIDS

BIOLOGICAL TREATMENTS

1. Achieving regular, frequent, soft and easy bowel movements is of essence. Proper diet (see above) and training can help to accomplish this.
2. Plenty of regular exercise, particularly walking, is imperative. Sedentary life, particularly lots of sitting, is one of the contributory causes.
3. Pollen suppositories, *Cernitory*, were shown to be effective in bringing relief even in advanced cases. *Cernitory* is available in Sweden and other European countries. According to a recent report, "is now imported into the United States."

VITAMINS & SUPPLEMENTS (Daily)

Bioflavonoid complex (citric 100 mg., hesperidin 50 mg., rutin 50 mg.)	12-15 tablets	B-complex, high potency, natural
B ₆ — 25 mg. after each meal		Lecithin — 1 tbsp.
C — 1,000 to 2,000 mg.		E — 600 IU
Pollen or pollen extract		A — 25,000 units
Collinsonia tablets, 3-8 tablets or more		K — especially in bleeding hemorrhoids

JUICES

Lemon, orange, grapefruit, papaya, pineapple.

HERBS

Collinsonia root (tea, tablets or capsules), witch hazel (to be rubbed externally), pollen, rose hips, yarrow, white oak bark.

SPECIFICS

Vitamins P (bioflavonoids) and B₆, pollen, collinsonia root. *Cernitory* (pollen suppository), raw garlic or raw potato suppository. 1/2 of exercise, particularly walking.

Pollen — 3 tablets or 2 tsp. crude pollen

A — 25,000 units

Bone — 2 to 3 grams

D — up to 10,000 units (after a few weeks, reduce to 2,000 units)

Garlic capsules — 3 with each meal

Alfalfa and comfrey tablets

Pantothenic acid — 100 mg.

B₆ — 50 mg. (B₆ is a natural antihistamine)

Kelp

Betaine hydrochloride — 1 tablet after each meal

Honey

JUICES

The best juices for asthma are: lime, comfrey, horseradish and garlic. Garlic and horseradish juices can be taken in small amounts mixed with the juices of carrots and red beets. Lime (or lemon) juice is best taken diluted with water first thing in the morning. Asthma patients should also take lime juice plain, 1 tsp. 2-3 times during the day, between meals.

HERBS

Comfrey (as tea, or comfrey leaves can be chewed fresh), mullein, sweet marjoram, lobelia, valerian root, ginseng, camomile, myrrh, coltsfoot, golden seal, hyssop, anise, wild plum.

SPECIFICS

Garlic, comfrey, manganese, vitamins C, B₆ and E, pollen, honey. Juice fast, vegetarian diet.

REFERENTIAL READING

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 Kirschner, H. E., *Nature's Healing Grasses*, H. C. White Publications, Yuccaipa, Calif., 1960.
 Warmbrand, Max., *The Encyclopedia of Natural Health*, Groton Press, Inc. 1962.
 Brather, G. W., "Infantile Asthma: Early Recognition and Management", *Texas Medicine*, Vol. 68, Nov., 1972.

NOTES:

1. Although pollen is considered one of the commonest allergens of asthmatics, taken orally it has been shown to be an excellent remedy for asthma. Start with small doses and gradually increase to as much as possible, even several teaspoonfuls a day. Pollen is also available in tablet form.

HAYFEVER: Pollen (granules or tablets), pollen-rich (unprocessed, raw) honey.

Pollen As A Treatment In Prostatitis

FROM THE ENCYCLOPEDIA OF COMMON DISEASES

Prostate trouble is a common occurrence in men as they grow older—in fact it is almost taken for granted. An estimated 60 percent of North American men over age 60 have some enlargement of the prostate, and by age 80 the proportion rises to 95 percent. In short, prostatic hypertrophy (enlargement) appears to be one of those unpleasant physiologic changes that inevitably occur in people as they grow older.

Yet this has not always been the case, according to a paper published in 1960 in *Grana Palynologica* by Erik Ask-Upmark, M.D., of the University of Upsala in Sweden. Titled "On A New Treatment of Prostatitis," Dr. Ask-Upmark's paper starts with the intriguing statement that: "Prostatitis represents a relatively new pathologic entity. When I was studying medicine, one heard of its existence, but chiefly as a patho-anatomic curiosity. It was not, on the other hand, seen in the clinics, at any rate not in medical ones."

It would seem clear that within the past century there has come about some fundamental change in our way of living that has made alarmingly commonplace what was once a rare disease. Most of us know that the most fundamental change in way of life during this period has been the shift in eating patterns from the consumption of fresh whole foods to the use of canned or highly processed foods which, in the course of commercial handling, are robbed of much of their nutritional virtue. There are indeed a range of nutrients processed out of our food that are vital to prostatic health. Prominent among them is magnesium, whose deficiency in the American diet is estimated at 200 milligrams a day. Vitamin F, the essential fatty acids, is commonly converted into hydrogenated fats that are damaging to the human system. Zinc is removed from flour by processing and has become generally deficient in our diets as well.

Thus it is really unnecessary to look any further than our change in eating habits, which has robbed the prostate gland of some of the nutrients it requires most for health, to understand why prostatitis has become generally deficient in our diets as well.

Thus it is really unnecessary to look any further than our change in eating habits, which has robbed the prostate gland of some of the nutrients it requires most for health, to understand why prostatitis has become something close to a universal affliction of aging men.

Pollen Contains Nutrients Important To The Prostate

This understanding also provides insight into why it is that pollen should have been found to have a particularly beneficial effect in alleviating prostatic infection and hypertrophy. Al-

though there has never been anything like a complete analysis of the remarkably complex components of a grain of pollen, it is certainly rich in essential fatty acids and in minerals, some of which occur only in unbelievably small traces, but among which zinc and magnesium are relatively plentiful.

The possibilities of pollen in this regard first emerged in 1957. In that year, Dr. Ask-Upmark had a patient with a particularly intractable prostatic infection that he had been trying to treat for five years. "... at intervals of six to eight weeks, sometimes more often, an acute exacerbation occurred, with fever and marked local symptoms. Chloromycetin proved to be the only antibiotic capable of overcoming the acute attacks. It was not, however, able to prevent recurrences, despite the fact that on one occasion as much as 150 grams was administered in the course of two months."

Dr. Ask-Upmark goes on to describe how this patient decided that he needed something to improve his general strength, and on his own initiative began to take six tablets a day of pollen extract. The improvement was like a miracle. "Since then—thus for three years at the time of writing—he has had only a single recurrence. This was in the beginning when, in connection with a journey, he neglected to take the pollen preparation for two weeks. Otherwise, he has taken the preparation daily." And taking the pollen, this patient had no trouble with his prostate.

Prostatitis Can Be Chronic Or Acute

As Dr. Ask-Upmark describes prostatitis, it occurs "both in an acute form and as a chronic disease, in which acute exacerbations are highly characteristic. The local symptoms can most simply be described as those of cystitis, i.e., a continual urge to void, and discomfort on urination. Prostatitis has, however, certain typical features. Firstly, the discomfort on urination consists far more of pain than of burning. Secondly, this pain is often referred to the tip of the penis, approximately as in the presence of an advanced vesical calculus (stone). Thirdly, the patient may have a sensation of fullness in the rectum, which can reasonably be ascribed to bulging of the swollen prostate gland into it. This makes the patient try to relieve his discomfort by (unsuccessful) defecation. These local symptoms are accompanied, in the acute phase, by systemic disturbances in the form of fever. ..."

The above remarks by Dr. Ask-Upmark led another Swedish physician, Costa Leander, to undertake a fuller investigation. Dr. Leander studied 179 cases, all of verified prostatic infection. The study was set up as a double-blind test, using both pollen extract and placebos with neither the patients nor the doctors re-

This question was examined by L. J. Denis, a urologist at the military hospital in Antwerp, Belgium. His report was published in *Acta Urologica Belgica* (January, 1966).

Dr. Denis started his study with 31 patients diagnosed as suffering from chronic prostatitis. Their conditions were carefully evaluated by chemical analysis and microscopic studies of their urine and prostatic secretions. Out of the 31, only ten were selected as showing no signs of bacterial infection whatsoever, yet still suffering from the symptoms of chronic prostatitis. These ten were treated with four tablets a day of pollen extract.

Describing the prostate patients in whom "no evidence of infection was detected," Dr. Denis says: "The mean age was 36. Slight urinary problems were present in each instance which was mainly the reason for their reference. These included frequency (4), urgency (4), hesitation (2), discomfort when urinating (7). None of them complained of urethral discharge. Three of them complained of loss of sexual desire and four had regular pain in one of the testicles, groin or perineum."

Subjective relief—that is, the patients themselves believed they had improved and no longer complained of the same symptoms—was obtained in all cases.

It would, of course, be extremely difficult and probably impossible to conduct a study of whether the regular consumption of pollen will prevent prostatitis from ever occurring. Such a study could only be made on a statistical basis, comparing the incidence of prostate difficulties among pollen takers as contrasted with those who do not take it. It would involve enormous numbers of people followed up over a period of perhaps twenty years. It is beyond the scope of any capability that we know of. Nevertheless, when a material has proven of substantial benefit to prostatic health, both in permitting the gland to fight off infection and improving the noninfected condition that is generally known as benign prostatic hypertrophy, it seems reasonable to suppose that the same material, included as a regular part of the diet, might well forestall and prevent prostate problems.

*FROM THE PRACTICAL ENCYCLOPEDIA OF NATURAL HEALING BY
MARK BRICKLIN, EXECUTIVE EDITOR, PREVENTION MAGAZINE*

In men over 40, the prostate needs looking after. This may mean a yearly rectal examination. Certainly, if there are any problems with the urinary system, a urologist must be relied upon. It takes careful medical evaluation to determine whether discomfort involves an active infection, an inflammation where infection is not present, or even cancer.

The most frequent problems do not involve active infections

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or progressive diseases, but rather inflammation or enlargement of the gland, which interferes with urination and intercourse. Digital massage of the gland by a doctor's gloved finger often brings temporary relief, and this must be considered a good conservative measure in many cases.

There is some evidence indicating that supplements of zinc may help prostate problems not involving infection or other serious abnormalities. The importance of zinc to the prostate is reflected in the fact that this gland contains a concentration of zinc some 10 times greater than most other organs of the body. In any event, Dr. Irving M. Bush and colleagues at the Center for the Study of Prostatic Diseases at Cook County Hospital in Chicago, and a number of other institutions, found that daily supplements of zinc ranging from 50 to 100 mg. a day improved or abolished symptoms in the majority of men complaining of chronic prostatitis (without infection) or benign prostatic enlargement. Their results, although written up in the early seventies, have not to my knowledge been published in a journal, and they must still be regarded as suggestive rather than definitive.

The use of pollen for chronic prostatitis would appear even more controversial than the use of zinc, but a substantial number of articles reporting good responses have been published, although not in American or British journals. One such report was written by Gösta Jönsson, M.D., in the *Swedish Medical Journal* (58:2487, 1961). Dr. Jönsson, of the Urological Unit of the University of Lund, Sweden, used a proprietary preparation known as Cernilton. With ten patients who were seen for at least a year, five became largely free of symptoms, and the inflammatory changes of the prostate regressed. No side effects were observed. It was also noticed that results were best when the preparation was taken daily (four tablets).

A similar study was reported by Yutaka Saito, M.D., of the Department of Urology at the Nagasaki University School of Medicine (*Clinical and Experimental Medicine*, June 1967). Dr. Saito, using the same pollen preparation on 30 patients diagnosed as suffering from chronic prostatitis, said the treatment was "markedly effective" in 16 cases, "effective" in 13 cases, and ineffective in just one case. No drugs were given, and no side effects were observed. Dr. Saito used a dosage of six tablets a day.

Although Cernilton is basically pollen (largely timothy, maize, and rye), it also contains small amounts of a few other substances said to be microbiological extracts obtained from pollen. Whether other pollen extracts would have a similar effect, I cannot say. And Cernilton, which is manufactured in Sweden, is not to my knowledge available in the United States at present. It is now available only through Cernitin America Inc.

PROPER PRODUCT PRESENTATIONS ARE PRIMARY!

In front of your prospects, pop your pollen pills, and ask them to participate by partaking of the potent, pure, pristine pollen particles from the posies. This powerful and perfect food is high in protein and pleasantly palatable, perhaps even a panacea. Its puny price is a mere pittance for prevention. Its patented process is protected, and the protective husk is peeled off precisely in the preparation of our pure pollen products. Prostaglandin precursors can keep you in the pink and in your prime by providing plenty of powerful protection. Paavo Airola praises pollen. Ali pursued the pinnacle with more punch per pollitab! And the pioneering pied piper of pollen, Pollitab popping powerlifting pro Larry Pacifico promptly pumps and presses plenty of pounds with peak performance predominantly perpetuated and propelled by plenty of pollen products.

Remind people to please promptly partake of precious pollen's power which profusely proliferates and promulgates peculiarly potent and particularly positive preventative properties. Our pollen is prepared and produced through processes perfected and patented to protect our precious and pure and most prized possession from possible and probable prying, pirating plagiarism and pollution.

48 HOUR PLANNER

[One-on-one; within first 48 hours of sponsorship -- a very critical period]

1. Answer all questions (it's fine if you don't know the answers)
 - a) If you don't know, tell them you'll find out the answer if you can.
 - b) Sets the tone for the relationship between sponsor and new distributor.
2. Review the business (with manual in hand; this leads to easy duplication)
 - a) Emphasize key points (the exclusive; extensive funding, etc)
 - b) Make sure they understand the multi-level concept (2X2 example)
3. Discuss and write down goals (with time frame as specific as possible): If you fail to plan, you plan to fail.
 - a) Immediate (easy to attain); intermediate; long-term; stretch (the dream)
 - b) Support systems (affirmation cards; sponsor phone calls; visualizations)
4. Write down 'Whom Do I Know: List (use list in manual to trigger their mind w/questions)
 - a) Prioritize A,B,C; or turn list upside down (don't get discouraged from well-meaning but sometimes negative friends and relatives)
 - b) Don't forget referrals (whenever you talk to anyone)
5. Schedule them into a 5-star program or opportunity seminar
 - a) Make sure it's written on their calendar (get one if they don't have one)
 - b) Group dynamics are powerful at opportunity seminars, as are testimonials
6. Schedule them into trainings (key to success is willingness to learn and to grow)
 - a) Teach them to teach others to teach (duplication equals huge incomes)
 - b) Earn as you learn concept (vs years of schooling that costs, not pays)
7. Advise them you will be calling them for 2 weeks (even if it is a two minute call)
 - a) Communication and support are the key basics of the business
 - b) Can discuss one section of the manual each night; or ask if they have any questions
8. Teach basic techniques for calling or inviting (Babe Ruth example)
 - a) Opinion inviting; using a script; 10-bean technique (game)
 - b) Give people a few ways to get their guests committed to show up at meetings
9. Teach basic retail techniques (immediate profits; satisfied customers equals distributors)
 - a) Customer cash coupon
 - b) Know you are offering or sharing (not selling) a generous gift with each customer
10. Start them on the products (though should be already)
 - a) Have them do the paperwork (with your guidance)
 - b) Share your testimonial and pertinent product criteria

DISCUSS KEY CONCEPTS (all part of a win-win people-oriented philosophy)

1. Belief (you in them; they in themselves -- you can if you think you can)
2. Enthusiasm (share oneself, one's energy and aliveness, with others)
3. Commitment (totally go for it; it works if we work it)
4. Persistence (winners never quit and quitters never win)
5. Duplication (people will watch what you do and do the same)
6. Communication (stay in touch with your people and support their goals)
7. Positive attitude (be a problem-solver and enjoy the game)
8. Prosperity-consciousness (you deserve to have it all and offer it to others too)
9. Sharing (talk to as many people as often as possible about health and wealth)
10. Do it now! And do the most important thing first! (prioritize).